LIFE AT McCURDYS

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By and for the employees of McCurdy & Co.
Main and Elm Street, Rochester 4, New York

VOL. IX MAY, 1956 NO. 7

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Employees Beat Quota

McCurdy employees not only kept up their 100% contribution record of previous Community Chest-Red Cross campaigns, but exceeded it this year. All employees contributed, and the amount set as the McCurdy goal in dollars was exceeded by a generous margin, as reported by *Elwood Spalding*, Employee Counselor. Mr. Spalding directs details of the drive in the Store.

McCurdy Decorated Home Featured in Magazine

A home with ease of maintenance as its outstanding feature was opened for public inspection May 26th. The interior decorating was done by McCurdy's under the direction of William Finger, the department head. The House is in the Pepperidge Homes development near Ridge Road West.

Also cooperating in the project was the magazine "Living for Young Homemakers," which featured the house with story and photographs in six pages of its June issue, on the stands the week the house was opened.

First in "Hall of Fame"

McCurdy's
Hall of Fame
Award
in recognition of the superior
performance of
Kathryn Covino
during McCurdy's 1956 Spring Sale
. . . this certificate is awarded with warm appreciation.
Gilbert J. C. McCurdy

So reads the certificate now hanging in the Employees' Lounge. It was presented to Kathryn Covino, Silverware, by Mr. McCurdy at a store-wide meeting May 5th.

Silverware made the greatest increase over quota of any department during the sale. This record entitled every salesperson in the department to a prize . . . and the one making the greatest volume, to the Hall of Fame certificate. Mrs. Covino, the only salesperson in her department, won both. Jane Strachen is Silverware Buyer.

On the front cover, you see George Suitt, Divisional Merchandise Manager, awarding her prize, a bedspread, to Mrs. Covino.

The next two outstanding departments were Art Needlework, 44.8% over quota, and Fabrics, 24.7%.

Heads College Club

Edward L. Miller, Manager of Northgate, was elected president of the Harvard Business School Club of Rochester at its meeting May 15th.

SOME of the PEOPLE

1. *Lotte Steamer,* Tearoom.
2. *Mary Jean MacEwen,* Advertising.
3. *Elwood Spalding,* Employee Counselor.

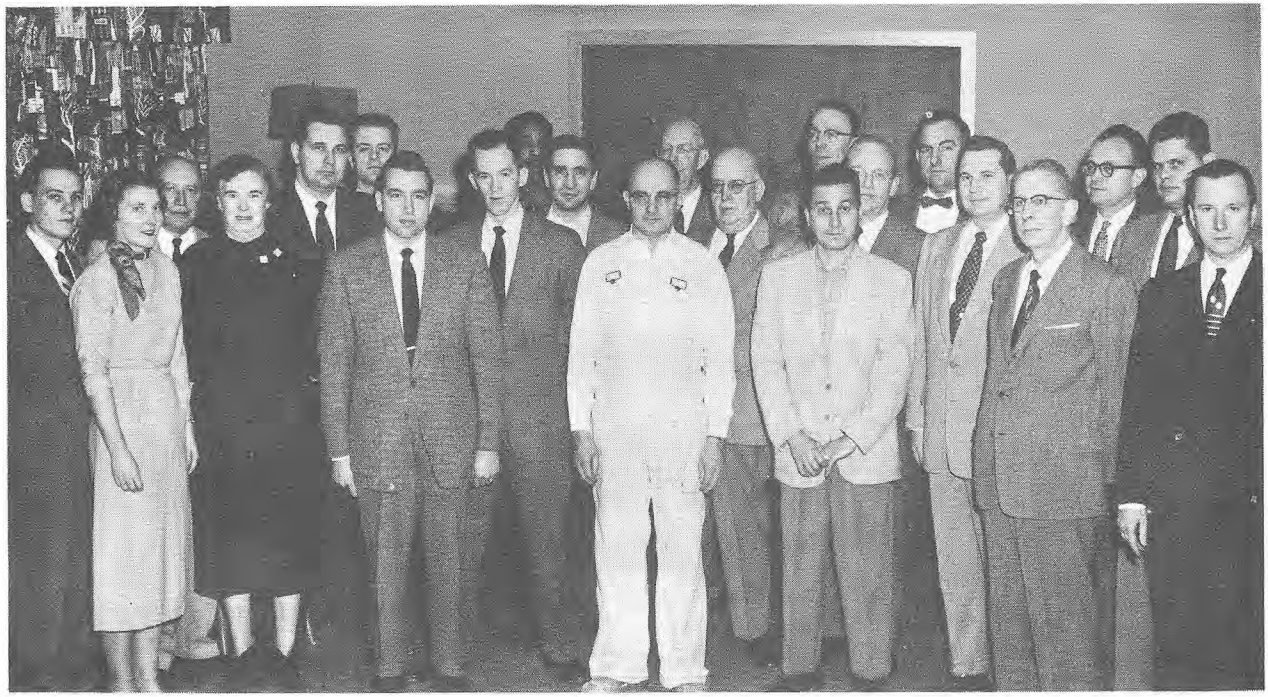
Second Annual E.M.B.A. Photo Contest

YOU may be one of the winners in the Second Annual Photo Contest sponsored by McCurdy's E.M.B.A. *William Brown*, chairman, is looking into the future in the photo above. Whose pictures will be on the winning line-up next September?

This year's contest will be extended to include any pictures taken between September 15, 1955 and September 1, 1956. It is hoped that the 80 entries received in last year's contest will be more than doubled.

Pictures will be classified in four groups: Activities, Scenes, Children and Animal Life. There will be three prizes in each group: First, $20.00; second, $10.00; third, $5.00; plus a grand prize.

Entries may be turned in any time in the Employees' Lounge, Sixth Floor and Northgate's Locker Room.



McCurdy's Safety Committee. Front row, left to right; *John Vay, Anne Whitlock, Dorothy Megerle, Felix Hanselmann, Leland Roushey, Vincent Gaitor, Ronald Bogardus, Charles Parker* and *C. W. McMath.*

Second row, left to right: *Elwood Spalding, Frank Ferstead, William Brown, Joseph Mendick, Howard Fitzgerald, Wesley Perine, Henry Spry* and *William Slade.*

Back row, left to right: *William Finger Edward Bostick, P. J. Yentema, George Miller* and *Elmer Meyers.*

Safety is Everybody's Business

By P. J. Yentema

Safety in the store is everybody's business and for everybody's benefit.

Safety is the very special concern of the McCurdy Safety Committee. This group of your co-workers meets monthly to consider future plans, to suggest safety improvements in the Store, and to discuss progress of their past efforts. All Store accidents are reviewed and investigated.

Meet the members of the committee . . . their picture is on the facing page. The supervisor on your floor is one of them. Get acquainted with him, and help him. Tell him of anything that you think is an accident hazard or that may cause an accident, however insignificant it may appear. Give him any suggestions you have.

C. W. McMath, safety engineer of the Employers' Mutual Insurance Company, makes regular inspections of the Store for possible accident hazards. At the monthly safety meetings, he makes recommendations, the work is discussed and a plan of action made. It has been found that a large percentage of accidents were caused by tripping, slipping, or falling; bumping into things; and misuse of equipment.

The Safety Committee recently decided that to help avoid accidents arising from carelessness, they would issue a safety summons to every employee violating the safety regulations. The primary purpose is to make employees more fully aware of their responsibility to themselves and their co-workers.

It works like this: The Safety Committee member issuing a summons will request your name and number. You will receive the summons and its duplicate will go to the Superintendent's office, where you will be asked to report. Everyone served with a summons will be asked to explain to the Superintendent why he or she failed to heed safety regulations. During the interview, he will be told that the violation will be recorded on the employee's personal record card.

There are also awards for those who help lower the accident frequency in the Store. Every month, the Safety Award Plaque goes to the division that has made the best safety record. Here are the winners to date:

June: Warehouse, Elmer Myers in charge.

July: Delivery, Joseph Salicetti in charge.

August: Main Floor, Charles Parker and John Bullock in charge.

September: Fourth Floor, Henry Spry in charge.

October: Downstairs Store, John Vay in charge.

November: Fourth Floor, Henry Spry in charge.

December: Warehouse, Elmer Myers in charge.

January: Warehouse, Elmer Myers in charge.

February: Food Division, Edwin C. Marks in charge.

March: Warehouse, Elmer Myers in charge.

April: Food Division, Edwin C. Marks in charge.

Things We Like To Hear

Gentlemen:

Last week, I called your Skirt and Blouse Department and asked that a particular skirt, blouse and sweater be sent out to me C.O.D. I stated that I would need it by Saturday.

I know you are thinking that this is just another letter of complaint, but I must say right now that this is a letter of the very deepest thanks. I not only received my order, but am extremely pleased with it. It was just what I had in mind and I feel that this is entirely because of the saleslady who took my order over the telephone. She was most helpful to me. You see, all I could do was tell her what I wanted. I hadn't seen an ad in the paper or been to the store for some time, so I had no idea what skirts were there for me to choose from.

Thanks to her and you, I will go bowling tonight knowing that I look well.

Sincerely,
Mrs. Phyllis J. Stidd

(Ed. Note: Clerk 399 is Joanne Cole.)

Lima, Peru

Gentlemen:

I want to take advantage of this opportunity to congratulate you for the fine merchandising displays and staff that you have in your store and also to thank you for the nice services that Mrs. Gamero and myself have enjoyed from you during our four years stay in Rochester.

Kindest regards:

Yours truly,
G. M. Gamero

Gentlemen:

The writer shopped in your Main Street Store on March 13th and purchased drapery material, rods, etc. in your Drapery Department on the fourth floor.

I was very favorably impressed with the efficiency, courtesy and helpfulness of the clerk who served me—hence this letter.

My sales slip indicates that this clerk's number is 110, and on calling your Personnel Office, I learned that her name is Mrs. Bidlack. In my opinion, Mrs. Bidlack is an outstanding employee. She knows her department thoroughly and fills her position in a most capable manner. It was indeed a pleasure to have her wait on me.

Very truly yours,
Miss Ella T. Dowling

Dear Sirs:

I shopped in your store March 16th and just wanted you to know the very courteous service I received from one of your young salesmen in the Basement. He was most conscientious, polite and eager to please.

I have been a customer of your store for years and have never received better service. I think credit should be given where credit is due. Upon inquiry, I found out the young man's name is Charles DesJardins, clerk No. 509, Men's Wear, Basement.

Sincerely,
Miss Leona Bearce

McCurdy Symphony Wins National Honor

Dr. Paul White, conductor of the Rochester Civic Orchestra, was honored by the National Federation of Music Clubs at its annual convention in New York City last month. He received an Award of Merit in the 1956 Parade of American Music for the McCurdy Symphony programs in Febuary, played by the Civic Orchestra under his direction.

The McCurdy Symphony programs have just concluded their twelfth season of Tuesday evening broadcasts on Station WHAM.

In the picture above, Dr. White (right) is showing the scroll to Gilbert J. C. McCurdy, Store President, in Mr. McCurdy's office. The scroll was signed by Vera Wardeur Dougan, president of the National Federation of Music Clubs; Ada Holding Miller, chairman of the American Music Department; and John Tasker Howard, advisory chairman of the Federation.

Many Turn Out for E.M.B.A. Party

McCurdy E.M.B.A. members and friends ate a smorgasbord supper, danced from 9 to 1, and played bingo at their spring party May 19th in the German Club. There were plenty of prizes, too, for added excitement.

The following committee was in charge: Thomas LoDato, Beauty Salon; Margaret DuPont, Delivery; Lotte Steamer, Tearoom; David Eichenger, Domestics; Kathryn Gilmore, Addressograph; Frank McKee, Boys' Dept.; Alice Monks, Accounting; Leonard Cieslinski, Display; Gertrude Scheg, Order Board, and Ruby Lewis, Northgate.

In the picture above, you see some of the 198 who attended the party. Shown on the opposite page:

1. Around the table, from lower left: Mrs. Gilbert G. McCurdy, Mrs. Wesley Perine, Mr. McCurdy, Mrs. Richard McEwen, Mr. Perine, Mr. McEwen.

2. Looking under their chairs for the ticket with the prize-winning number. Left to right in front: Tony Cosy and Irwin Kaltenbacher.

3. Blowing up for the balloon contest, from left: Mrs. Leonard Cieslinski, Catherine Wallace, and Erma Fisher.

4. From left, around the table: Leonard Cieslinski, Gertrude Scheg, Frank McKee, Kathryn Gilmore, Catherine Wallace, Thomas LoDato and Alice Monks.

Women's Bowling League Ends Season

McCurdy's Women's Bowling League wound up the season with its annual banquet April 21st at the Colonial Inn.

This year's officers were re-elected to serve a second term. They are: President, *Betty Palermo,* Accounting Office; secretary, *Anne Tantalo,* Accounting Office; treasurer, *Frances Guenther,* Receiving Room.

In the picture above, *Jackie Tubiola* is receiving the first place trophy in behalf of the top team, Luncheonettes, from the president. Left to right are: *Betty Palermo, Frances Guenther* and team members: *Jackie Tubiola, Ann Bryce, Kitty Morone and Roseanne Pakowski.* (*Jeanne Gudat,* remaining member of the team, was absent.)

Shown on the back cover of this issue are *Anne Tantalo* and *Margaret Baker* (from left), winners of the high-low doubles tournament.

Teams ended the season in the following order: 1. Luncheonettes; 2. Receiving; 3. E.M.B.A.; 4. Credit; 5. Buyers; 6. Merchandise; 7. Accounting; 8. Sales and Service.

High Team Single: Buyers.

High Team Triple: Buyers.

High Individual Single: *Anne Tantalo.*

High Individual Triple: *Betty Koetter.*

Team members hope more McCurdy employees will turn out next season. Even if you don't know a strike from a spare, they will teach you. The League bowls Friday nights at 7 at Webber's Palace of Bowling.

Up and Down the Escalator

OUT NORTHGATE WAY

by Erna Remillard

We are glad to have *Lill Crittenden* back after her recent illness.

Aileen Buckley, Hosiery, is convalescing after an operation and doing fine. Get well quick!

Jack Crittenden, son of *Lillian Crittenden,* Boys' Dept., was married to Edna Nangreave May 12th at Bethany Presbyterian Church.

Marianne Drexel, whose mother is *Ruth Drexel,* Cosmetics, was chosen May Queen of her Seventh Grade class at St. John's School.

Scout Leader *Muriel Charney,* Lingerie, and her co-leader, *Jean Lowden,* spent a very wet weekend with their girls of Troop 116 at Rotary Sunshine Camp. In spite of the pouring rain, they cooked breakfast out in the open at six in the morning!

Welcome to *Helen Plain,* newcomer to the Credit Desk.

Norma Heberger, daughter of *Inez Heberger,* Blouse Dept., will work full time at Northgate this summer.

Mr. and Mrs. Joseph Valastro, managers of the Beauty Salon, were entertained at a dinner party May 2nd in honor of their wedding anniversary.

We are happy to welcome *Martha Fowler* and *Louis DeSarra* to the Beauty Salon staff.

Ann Seaccia is the new Beauty Salon receptionist, replacing *Dorothy Silvers,* who resigned.

Mr. and Mrs. Peter Geissler celebrated their forty-seventh wedding anniversary May 10th. Mr. Geissler is in charge of maintenance at Northgate.

Mr. and Mrs. Lloyd Minard were feted at a surprise party in honor of their fortieth wedding anniversary at the home of their son, May 5th. Mrs. Minard is in the Men's Dept.

TEA ROOM TID-BITS

by Lotte Steamer

We welcome two newcomers to the Snack Bar: *Sally Carbohn* and *Mary Cook.*

Grace Cataldi spent several days in Pennsylvania visiting relatives recently.

Betty Henderson was a lovely picture in white when she served as matron of honor at her sister's wedding last month.

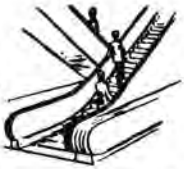
Lotte Steamer flew to Philadelphia this month for a week's visit with her daughter and grandson.

ADVERTISING and DISPLAY

by Mary Irish

JoAnn Ellis, daughter of *Charles Ellis,* Display Manager, has been awarded a full-time scholarship to Syracuse University. She is now a senior at Pittsford High School.

It's a fourth grandchild for *William J. McLaughlin,* Sales Promotion Manager. John Joseph McLaughlin was born April 25th to Mr. and Mrs. William J. McLaughlin, Jr.

Up and Down  the Escalator

DOWNSTAIRS STORE

by Lucille Kofkee

Elsie Holm is a newcomer to Downstairs Curtain Dept.

Betty Baumer, Downstairs Daytime Dresses, has a new grandson.

Sally Christie, daughter of *Gladys Christie,* Downstairs Daytime Dresses, will be married August 18th.

Jean Lopa, Downstairs Daytime Dresses, has set August 11th as her wedding day.

Eunice Dibble, Buyer of Downstairs Infants' and Children's Wear, spent a vacation visiting her sister in Michigan.

We wish a speedy recovery to *Gloria Pullen,* Downstairs Sportswear.

Carmella Costanza, Buyer's Assistant in Downstairs Ready-to-Wear, spent a week's vacation visiting friends in New York.

Helen Loven, formerly of the Downstairs Credit Desk, is now in the Parcel Post-Credit Desk on the Main Floor.

Millie DeLorme, Downstairs Boys' Wear, has two new grandchildren, a boy and a girl.

Barbara Romanini, Downstairs Merchandise Control, is to be married September 8th.

Gail Camhi, Downstairs Men's Shop, was injured recently in an auto accident. We wish her a quick recovery.

Catherine Johnson, Downstairs Boys' Shop, is back after a recent illness.

Welcome to *Gladys Martindale,* newcomer in the Downstairs Shoe Repair Dept.

Our sympathy goes to *Clete Hartman,* Downstairs Rug Buyer, whose father died May 1st.

Welcome to *Charles Des Jardins,* newcomer in Downstairs Domestics.

MAIN STREETER

by Bobbie Puckridge

Our sympathy goes to *Bertram Moll,* Buyer of Watches and Clocks, whose wife died May 5th.

A WORD FROM THIRD

by Ruth McGeary

We are pleased to welcome *Elaine Tecler,* new Buyer's Assistant in the Children's Department. She replaces *Violet Benway,* now a Supervisor at Northgate.

Alfred Burley, Toy Buyer, and Mrs. Burley spent a few days in New York this month, returning with a new puppy named "Bangs."

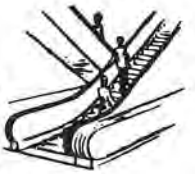
We're glad to have *Irene Curtis,* Girls' Shop, back after a long illness.

Edith Jennery, Corsets, is getting along fine, we hear. Hurry back, Edith!

Grace Maxson, Fabrics, is recuperating from an illness. We hope to see her back soon.

Congratulations to *Lila Paine,* Infants' Shop, winner of a recent sales contest drawing.

Sandra Pollen, Buyer's Assistant in the Girls' Shop, is planning to teach in the city schools next year.

Up and Down  the Escalator

OVER THE COFFEE POT

by Betty Luczak

Mary Camera, Receiving Room, spent Mother's Day visiting her daughter and grandchild in Passaic, N. J.

Kay White, Receiving Room, is welcoming her son, who is in the Air Corps, and his family. They had been living in Oklahoma.

Carrie Hills, Receiving Room, had her son and his wife as guests for Mother's Day. They reside in Detroit.

Catherine Wallace, Cafeteria Supervisor, attended a convention in Chicago May 6th.

The little girl pictured viewing the tulips in the "Democrat and Chronicle" of May 15th is Linda Bertolino, daughter of *Marian Bertolino,* Receiving Room.

Conrad Scheg, whose mother is *Gertrude Scheg,* Order Board, was married to Loretta Calihan May 5th. The ceremony at St. Thomas Church was followed by a reception at Crescent Beach.

It's a grandson for *Arleen Mayne,* Addressograph. Daniel John Mayne was born May 16th to Mr. and Mrs. John R. Mayne.

BEAUTY STUDIO DOINGS

by Thomas LoDato

Beauty Studio welcomes *Blanka Paine,* newcomer to the Appointment Desk.

Welcomed to the staff of operators are *Theresa Iannone* and *Mildred Pemberton.*

FIFTH NOTES

by Tony Cosy

Beatrice Malloy, Housewares, spent a recent week in Washington, D. C.

Doris Loomis, Housewares, has recovered from a bout with the flu.

Our sympathy goes to *Elizabeth Van Doren,* Personnel Director, whose mother-in-law died May 9th in Florida.

Margaret Sabel, Executives' Secretary, has returned from a recent vacation in Florida.

Craig-Bartlett

Sally Bartlett, Buyer of Junior Fashions, was married April 28th to Chester H. Craig of PennYan. The ceremony was performed at the home of the bride's mother in Fair Haven.

Engagement Announced

Joyce Gross, Accounting Office, has wedding plans for next April. She will be married then to William Hooker.

"Father's Day"

James S. Hunt, Executive Vice-President, and *Edward L. Miller,* Manager of Northgate, spent the weekend of April 28th at Northampton, Massachusetts, attending "Father's Day" at Smith College. Sally Hunt and Jane Miller are both sophomores at Smith. The following weekend, *Frank Aprilano,* Cosmetics and Drug Buyer, was at Wells College "Father's Day" with his daughter, Marilyn, a freshman.

Happy Birthday!

	JUNE
Edward Holt, Housewares	1
Kathleen Williams, Buyer, Downstairs Hosiery	1
Norine Morehouse, Draperies	3
Rose Brigandi, Cosmetics	4
Marie Coveno, Men's Wear	4
Barbara Morrow, Buyer's Assistant, Sportswear	4
June Barsell, Men's Wear	5
Harold Hess, Porter	6
Edwin MacLean, Shoes	6
Mary Van Streader, Downstairs Domestics	6
Grace Maxson, Fabrics	7
Madeline Baker, Suits	8
Dorothy Eygabroad, Corsets	8
Kathryn Gilmore, Order Board	8
Loretta Beck, Receiving Room	9
Margaret Gamble, Better Coats	9
Casimir Janus, Buyer, Children's Shoes	9
William Keating, Elevator	9
C. Pommerer, Budget Dresses	9
Elsie Holm, Downstairs Draperies	10
Ronald Bogardus, Customer Service	11
Kathryn Leafstone, Interior Decoration	11
Betty Weese, Buyer, China and Glassware	11
Gertrude Scheg, Order Board	12
Elizabeth Barbour, Cosmetics	15
Thomas Coyle, Northgate	15
Ruth Taylor, Lingerie	15
Clara Grace, Corsets	16
Adelia Dillon, Blouses	17
Inez Heberger, Northgate	17
M. Reinhardt, Northgate	17
Mabel Munsell, Handbags	19
Samuel Ludwig, Payroll	20
Carolina Rycraft, Corsets	20
Kathryn Covino, Silverware	21
M. Negron, Snack Bar	21
J. Prince, Porter	21
Ruth Williams, Buyer, Lingerie	21
Edwin Marks, Tearoom	22
R. Barlett, Downstairs Shoes	23
Catherine Schanz, Northgate	23
James Blood, Rugs	24
Marilyn Graceffo, Advertising	24
Evelyn Valastro, Northgate	24
D. Flowerday, Men's Wear	25
Margaret Tillman, Jewelry	25
Anne Heim, Northgate	26
K. Tario, Better Suits	26
Winifred Hicks, Desk	27
Claire Sechrist, Cosmetics	27
Dorothy Chase, Men's Wear	28
Etta Friedman, Budget Dresses	28
K. Lui, Basement Alterations	28
Mary Van Lare, Alterations	28
K. Senze, Cosmetics	29
Anne Shurgot, Merchandise Clerical	30
Lewis Stark, Credit Office	30

Notes of Thanks to McCurdy's E.M.B.A.

I had a pain from hip to knee.
"Sciatic," Doc said. "Ouch,"said A. E. (that's me.)
"Some pills, some rest, and we will see."
More rest and pills, and the weeks were three
Kind McCurdy friends and M.B.A. for the Employee
Helped ease the pain with fruit and plants
And good wishes . . . so very many
Said you: "Act your age, get well, and rejoin our happy company."
So here I am, and I do thank ye.

Alice E. Eldredge

Mrs. Hanley and I want to express our thanks for the beautiful flowers which you so kindly sent to me. I am getting lots of rest and hope to be back at work with you soon.

Sincerely
Tim Hanley

The family of *Philip Hartman* acknowledges with deep appreciation your kind expression of sympathy.

SOME OF THE PEOPLE
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W
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